






















FY 2010 Q1 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality





















Report Settings

Display Depth: * Show All * Status Filter: * Show All *





Showing Tactics: Yes Responsible Partner Filter: CVB

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Marne Hayes			
1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marne Hayes			
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Joan Kronebusch			
1.1.1.1.9.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Joan Kronebusch			
1.1.1.1.9.4: With the creation of the Billings TBID we have more funds for public and private partnerships.	Tactic	Joan Kronebusch			
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Cyndy Andrus			
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Sara Rowe			
1.1.1.1.11.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sara Rowe			
1.1.1.1.11.4: Philipsburgh, Gold West and the Butte CVB is cooping on a television campaign to 1.2 mil. households in Spokane, Id, NW Mt and Wash. Arranging the coop and production started in 11/08 with the the ads running 7/09 to 7/10.	Tactic	Sara Rowe			
1.1.1.1.11.5: I approached the local attractions about joining forces to sell one ticket to all attractions. It is called the Adventure pass. The att. all offered a discount of at least 30% and the CVB	Tactic	Sara Rowe			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
put it together. printing the passes and marketing them.					
1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Dori Muehlhof		→	M
1.1.1.1.12.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Dori Muehlhof			
1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Carol Lindseth			
1.1.1.1.13.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Carol Lindseth			
1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Mike Mergenthaler			
1.1.1.1.14.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Mike Mergenthaler			
1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		John Laney			
1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	John Laney			
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Barbara Ann Neilan			
1.1.1.1.16.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Barbara Ann Neilan			
1.1.1.1.17: West Yellowstone CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Marysue Costello			
1.1.1.1.17.1: Leverage public and private marketing investments to expand Montana's reach, penetrate	Tactic	Marysue Costello			






















Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
new markets, and improve marketing effectiveness with a consistent message and brand.					
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Jan Metzmaker			
1.1.1.1.18.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Jan Metzmaker			
1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Marne Hayes			
1.1.1.2.8.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marne Hayes			
1.1.1.2.8.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marne Hayes			
1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Joan Kronebusch			L
1.1.1.2.9.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Joan Kronebusch			
1.1.1.2.9.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Joan Kronebusch			
1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Cyndy Andrus			
1.1.1.2.10.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Cyndy Andrus			
1.1.1.2.10.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Cyndy Andrus			
1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiing,		Sara Rowe			















Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.					
1.1.1.2.11.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Sara Rowe			
1.1.1.2.11.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	Tactic	Sara Rowe			
1.1.1.2.11.5: Joint Venture with Travel MT with madden winter insert. then market to the leads generated from this insert.	Tactic	Sara Rowe			
1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.	○	Dori Muehlhof	○	→	L
1.1.1.2.12.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Dori Muehlhof	○	○	○
1.1.1.2.12.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	Tactic	Dori Muehlhof	○	○	○
1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.	○	Carol Lindseth			
1.1.1.2.13.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Carol Lindseth			
1.1.1.2.13.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	Tactic	Carol Lindseth			
1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.	○	Mike Mergenthaler			
1.1.1.2.14.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Mike Mergenthaler			
1.1.1.2.14.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on	Tactic	Mike Mergenthaler			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Montana's winter web site: www.wintermt.com .					
1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		John Laney			
1.1.1.2.15.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	John Laney			
1.1.1.2.15.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com .	Tactic	John Laney			
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Barbara Ann Neilan			
1.1.1.2.16.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Barbara Ann Neilan			
1.1.1.2.16.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com .	Tactic	Barbara Ann Neilan			
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Marysue Costello			
1.1.1.2.17.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marysue Costello			
1.1.1.2.17.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com .	Tactic	Marysue Costello			
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Jan Metzmaker			
1.1.1.2.18.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jan Metzmaker			
1.1.1.2.18.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on	Tactic	Jan Metzmaker			



Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Montana's winter web site: www.wintermt.com .					
1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Marne Hayes			
1.1.1.3.7.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marne Hayes			
1.1.1.3.7.2: Report bookings received by Montana industry participants.	Tactic	Marne Hayes			
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Joan Kronebusch	★	↑	M
1.1.1.3.8.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Joan Kronebusch	○	○	
1.1.1.3.8.2: Report bookings received by Montana industry participants.	Tactic	Joan Kronebusch	○	⊗	
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Cyndy Andrus			
1.1.1.3.9.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Cyndy Andrus	●	○	○
1.1.1.3.9.2: Report bookings received by Montana industry participants.	Tactic	Cyndy Andrus	●	○	
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Sara Rowe			
1.1.1.3.10.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sara Rowe			
1.1.1.3.10.2: Report bookings received by Montana industry participants.	Tactic	Sara Rowe			
1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Dori Muehlhof	○	→	L
1.1.1.3.11.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Dori Muehlhof	○	○	○
1.1.1.3.11.2: Report bookings received by Montana industry participants.	Tactic	Dori Muehlhof	●	●	●
1.1.1.3.12: Great Falls CVB attend consumer travel	○	Carol			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Lindseth			
1.1.1.3.12.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Carol Lindseth			
1.1.1.3.12.2: Report bookings received by Montana industry participants.	Tactic	Carol Lindseth			
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Mike Mergenthaler			
1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Mike Mergenthaler			
1.1.1.3.13.2: Report bookings received by Montana industry participants.	Tactic	Mike Mergenthaler			
1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	John Laney			
1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	John Laney			
1.1.1.3.14.2: Report bookings received by Montana industry participants.	Tactic	John Laney			
1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Barbara Ann Neilan			
1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Barbara Ann Neilan			
1.1.1.3.15.2: Report bookings received by Montana industry participants.	Tactic	Barbara Ann Neilan			
1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Marysue Costello			
1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marysue Costello			
1.1.1.3.16.2: Report bookings received by Montana industry participants.	Tactic	Marysue Costello			
1.1.1.3.17: Whitefish CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to	○	Jan Metzmaker			











Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
tourism/recreation partners (private, nonprofit, tribal).					
1.1.1.3.17.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jan Metzmaker			
1.1.1.3.17.2: Report bookings received by Montana industry participants.	Tactic	Jan Metzmaker			
1.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Marne Hayes			
1.1.1.5.8.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marne Hayes			
1.1.1.5.8.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marne Hayes			
1.1.1.5.8.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marne Hayes			
1.1.1.5.8.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marne Hayes			
1.1.1.5.8.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marne Hayes			
1.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Joan Kronebusch			
1.1.1.5.9.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Joan Kronebusch			
1.1.1.5.9.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Joan Kronebusch			
1.1.1.5.9.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Joan Kronebusch			
1.1.1.5.9.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Joan Kronebusch			
1.1.1.5.9.5: Report results of research to Strategic	Tactic	Joan			














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Plan stakeholders.		Kronebusch			
1.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Cyndy Andrus			
1.1.1.5.10.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Cyndy Andrus			
1.1.1.5.10.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Cyndy Andrus			
1.1.1.5.10.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Cyndy Andrus			
1.1.1.5.10.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Cyndy Andrus			
1.1.1.5.10.5: Report results of research to Strategic Plan stakeholders.	Tactic	Cyndy Andrus			
1.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Sara Rowe			
1.1.1.5.11.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Sara Rowe			
1.1.1.5.11.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Sara Rowe			
1.1.1.5.11.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Sara Rowe			
1.1.1.5.11.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Sara Rowe			
1.1.1.5.11.5: Report results of research to Strategic Plan stakeholders.	Tactic	Sara Rowe			
1.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Dori Muehlhof			H
1.1.1.5.12.1: Respond to consumer inquiries with	Tactic	Dori			




Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Montana information, and maintain databases of inquiries by date, source code, and interest.		Muehlhof			
1.1.1.5.12.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Dori Muehlhof	●	●	●
1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Dori Muehlhof	●	●	●
1.1.1.5.12.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Dori Muehlhof	●	●	●
1.1.1.5.12.5: Report results of research to Strategic Plan stakeholders.	Tactic	Dori Muehlhof	●	●	●
1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Carol Lindseth			
1.1.1.5.13.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Carol Lindseth			
1.1.1.5.13.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Carol Lindseth			
1.1.1.5.13.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Carol Lindseth			
1.1.1.5.13.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Carol Lindseth			
1.1.1.5.13.5: Report results of research to Strategic Plan stakeholders.	Tactic	Carol Lindseth			
1.1.1.5.14: Helena CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Mike Mergenthaler			
1.1.1.5.14.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Mike Mergenthaler			
1.1.1.5.14.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Mike Mergenthaler			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
potential/converted MT travelers, and ROI of marketing efforts.					
1.1.1.5.14.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Mike Mergenthaler			
1.1.1.5.14.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Mike Mergenthaler			
1.1.1.5.14.5: Report results of research to Strategic Plan stakeholders	Tactic	Mike Mergenthaler			
1.1.1.5.15: Miles City CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		John Laney			
1.1.1.5.15.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	John Laney			
1.1.1.5.15.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	John Laney			
1.1.1.5.15.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	John Laney			
1.1.1.5.15.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	John Laney			
1.1.1.5.15.5: Report results of research to Strategic Plan stakeholders	Tactic	John Laney			
1.1.1.5.16: Missoula CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Barbara Ann Neilan			
1.1.1.5.16.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Barbara Ann Neilan			
1.1.1.5.16.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Barbara Ann Neilan			
1.1.1.5.16.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Barbara Ann Neilan			

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1.1.1.5.16.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Barbara Ann Neilan			
1.1.1.5.16.5: Report results of research to Strategic Plan stakeholders.	Tactic	Barbara Ann Neilan			
1.1.1.5.17: West Yellowstone CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Marysue Costello			
1.1.1.5.17.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marysue Costello			
1.1.1.5.17.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marysue Costello			
1.1.1.5.17.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marysue Costello			
1.1.1.5.17.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marysue Costello			
1.1.1.5.17.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marysue Costello			
1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Jan Metzmaker			
1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jan Metzmaker			
1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Jan Metzmaker			
1.1.1.5.18.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jan Metzmaker			
1.1.1.5.18.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jan Metzmaker			
1.1.1.5.18.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jan Metzmaker			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Marne Hayes			
1.1.2.1.1.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marne Hayes			
1.1.2.1.1.2: Update appropriate listings on Montanameetings.com.	Tactic	Marne Hayes			
1.1.2.1.1.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marne Hayes			
1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Joan Kronebusch			
1.1.2.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Joan Kronebusch			
1.1.2.1.2.2: Update appropriate listings on montanameetings.com.	Tactic	Joan Kronebusch			
1.1.2.1.2.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Joan Kronebusch			
1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Cyndy Andrus			
1.1.2.1.3.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Cyndy Andrus			
1.1.2.1.3.2: Update appropriate listings on montanameetings.com.	Tactic	Cyndy Andrus			
1.1.2.1.3.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Cyndy Andrus			
1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and		Sara Rowe			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).					
1.1.2.1.4.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Sara Rowe			
1.1.2.1.4.2: Update appropriate listings on montanameetings.com.	Tactic	Sara Rowe			
1.1.2.1.4.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Sara Rowe			
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Dori Muehlhof		→	L
1.1.2.1.5.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Dori Muehlhof			
1.1.2.1.5.2: Update appropriate listings on montanameetings.com.	Tactic	Dori Muehlhof			
1.1.2.1.5.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Dori Muehlhof			
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Carol Lindseth			
1.1.2.1.6.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Carol Lindseth			
1.1.2.1.6.2: Update appropriate listings on montanameetings.com.	Tactic	Carol Lindseth			
1.1.2.1.6.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Carol Lindseth			
1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Mike Mergenthaler			

















Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.1.7.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Mike Mergenthaler			
1.1.2.1.7.2: Update appropriate listings on montanameetings.com.	Tactic	Mike Mergenthaler			
1.1.2.1.7.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Mike Mergenthaler			
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		John Laney			
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	John Laney			
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.	Tactic	John Laney			
1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	John Laney			
1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Barbara Ann Neilan			
1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Barbara Ann Neilan			
1.1.2.1.9.2: Update appropriate listings on montanameetings.com.	Tactic	Barbara Ann Neilan			
1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan			
1.1.2.1.10: West Yellowstone CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to MT, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).		Marysue Costello			
1.1.2.1.10.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marysue Costello			








Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.1.10.2: Update appropriate listings on montanameetings.com.	Tactic	Marysue Costello			
1.1.2.1.10.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marysue Costello			
1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	○	Jan Metzmaker			
1.1.2.1.11.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Jan Metzmaker			
1.1.2.1.11.2: Update appropriate listings on montanameetings.com.	Tactic	Jan Metzmaker			
1.1.2.1.11.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jan Metzmaker			
1.1.2.2.7.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Robin Hoover			
1.1.2.2.7.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Robin Hoover			
1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Marne Hayes			
1.1.2.2.8.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marne Hayes			
1.1.2.2.8.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marne Hayes			
1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Joan Kronebusch			
1.1.2.2.9.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Joan Kronebusch	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.2.9.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Joan Kronebusch	○	○	
1.1.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Cyndy Andrus			
1.1.2.2.10.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Cyndy Andrus	○	○	
1.1.2.2.10.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Cyndy Andrus	●	⊗	
1.1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Sara Rowe			
1.1.2.2.11.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Sara Rowe			
1.1.2.2.11.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Sara Rowe			
1.1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Dori Muehlhof	●	→	L
1.1.2.2.12.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Dori Muehlhof	●	●	●
1.1.2.2.12.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Dori Muehlhof	●	●	●
1.1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Carol Lindseth			
1.1.2.2.13.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Carol Lindseth			
1.1.2.2.13.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Carol Lindseth			
1.1.2.2.14: Helena CVB work with local sports	○	Mike			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
groups/clubs to attract regional and national sports competitions in off-peak seasons.		Mergenthaler			
1.1.2.2.14.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Mike Mergenthaler			
1.1.2.2.14.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Mike Mergenthaler			
1.1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	John Laney			
1.1.2.2.15.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	John Laney			
1.1.2.2.15.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	John Laney			
1.1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Barbara Ann Neilan			
1.1.2.2.16.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Barbara Ann Neilan			
1.1.2.2.16.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Barbara Ann Neilan			
1.1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Marysue Costello			
1.1.2.2.17.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marysue Costello			
1.1.2.2.17.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marysue Costello			
1.1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Jan Metzmaker			
1.1.2.2.18.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	Tactic	Jan Metzmaker			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).					
1.1.2.2.18.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jan Metzmaker			
1.1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Marne Hayes			
1.1.2.4.8.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marne Hayes			
1.1.2.4.8.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marne Hayes			
1.1.2.4.8.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marne Hayes			
1.1.2.4.9: Billings CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Joan Kronebusch			
1.1.2.4.9.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Joan Kronebusch	○	○	
1.1.2.4.9.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Joan Kronebusch	●	○	
1.1.2.4.9.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Joan Kronebusch	○	⊗	
1.1.2.4.10: Bozeman CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Cyndy Andrus			
1.1.2.4.10.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Cyndy Andrus			
1.1.2.4.10.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Cyndy Andrus			
1.1.2.4.10.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Cyndy Andrus			
1.1.2.4.11: Butte CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Sara Rowe			
1.1.2.4.11.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Sara Rowe			
1.1.2.4.11.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Sara Rowe			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.4.11.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Sara Rowe			
1.1.2.4.12: Flathead CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Dori Muehlhof			
1.1.2.4.12.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Dori Muehlhof			
1.1.2.4.12.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Dori Muehlhof			
1.1.2.4.12.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Dori Muehlhof			
1.1.2.4.13: Great Falls CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Carol Lindseth			
1.1.2.4.13.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Carol Lindseth			
1.1.2.4.13.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Carol Lindseth			
1.1.2.4.13.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Carol Lindseth			
1.1.2.4.14: Helena CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Mike Mergenthaler			
1.1.2.4.14.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Mike Mergenthaler			
1.1.2.4.14.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Mike Mergenthaler			
1.1.2.4.14.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Mike Mergenthaler			
1.1.2.4.15: Miles City CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		John Laney			
1.1.2.4.15.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	John Laney			
1.1.2.4.15.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	John Laney			
1.1.2.4.15.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	John Laney			











Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.4.16: Missoula CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Barbara Ann Neilan			
1.1.2.4.16.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Barbara Ann Neilan			
1.1.2.4.16.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Barbara Ann Neilan			
1.1.2.4.16.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Barbara Ann Neilan			
1.1.2.4.17: West Yellowstone CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Marysue Costello			
1.1.2.4.17.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marysue Costello			
1.1.2.4.17.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marysue Costello			
1.1.2.4.17.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marysue Costello			
1.1.2.4.18: Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Jan Metzmaker			
1.1.2.4.18.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jan Metzmaker			
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jan Metzmaker			
1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jan Metzmaker			
1.1.2.5.8: Big Sky CVB to target tour operators to bring group tours and packaged vacations to Montana.		Marne Hayes			
1.1.2.5.8.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Marne Hayes			
1.1.2.5.8.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marne Hayes			
1.1.2.5.9: Billings CVB to target tour operators to bring group tours and packaged vacations to Montana.		Joan Kronebusch			
1.1.2.5.9.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Joan Kronebusch			














Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.5.9.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Joan Kronebusch	○	○	
1.1.2.5.10: Bozeman CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Cyndy Andrus			
1.1.2.5.10.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Cyndy Andrus			
1.1.2.5.11: Butte CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Sara Rowe			
1.1.2.5.11.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Sara Rowe			
1.1.2.5.11.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Sara Rowe			
1.1.2.5.12: Flathead CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Dori Muehlhof	★	↑	L
1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Dori Muehlhof	●	●	●
1.1.2.5.12.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Dori Muehlhof	○	○	○
1.1.2.5.13: Great Falls CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Carol Lindseth			
1.1.2.5.13.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Carol Lindseth			
1.1.2.5.13.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Carol Lindseth			
1.1.2.5.14: Helena CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Mike Mergenthaler			
1.1.2.5.14.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Mike Mergenthaler			
1.1.2.5.14.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Mike Mergenthaler			
1.1.2.5.15: Miles City CVB to target tour operators to	○	John Laney			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
bring group tours and packaged vacations to Montana.					
1.1.2.5.15.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	John Laney			
1.1.2.5.15.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	John Laney			
1.1.2.5.16: Missoula CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Barbara Ann Neilan			
1.1.2.5.16.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Barbara Ann Neilan			
1.1.2.5.16.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Barbara Ann Neilan			
1.1.2.5.17: West Yellowstone CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Marysue Costello			
1.1.2.5.17.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Marysue Costello			
1.1.2.5.17.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marysue Costello			
1.1.2.5.18: Whitefish CVB to target tour operators to bring group tours and packaged vacations to Montana.	○	Jan Metzmaker			
1.1.2.5.18.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Jan Metzmaker			
1.1.2.5.18.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jan Metzmaker			
1.1.3.2.8: Big Sky CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Marne Hayes			
1.1.3.2.8.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marne Hayes			
1.1.3.2.9: Billings CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Joan Kronebusch			
1.1.3.2.9.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Joan Kronebusch	●	⊗	



Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
marketing efforts.					
1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Cyndy Andrus	★	↑	L
1.1.3.2.10.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Cyndy Andrus			
1.1.3.2.11: Butte CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Sara Rowe			
1.1.3.2.11.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Sara Rowe			
1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Dori Muehlhof	○	↑	L
1.1.3.2.12.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Dori Muehlhof	○	○	○
1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Carol Lindseth			
1.1.3.2.13.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Carol Lindseth			
1.1.3.2.14: Helena CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Mike Mergenthaler			
1.1.3.2.14.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Mike Mergenthaler			
1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	John Laney			
1.1.3.2.15.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	John Laney			
1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Barbara Ann Neilan			
1.1.3.2.16.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Barbara Ann Neilan			
1.1.3.2.17: West Yellowstone CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Marysue Costello			
1.1.3.2.17.1: Encourage tourism and recreation	Tactic	Marysue			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
partners to incorporate the Montana brand into marketing efforts.		Costello			
1.1.3.2.18: Whitefish CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Jan Metzmaker			
1.1.3.2.18.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jan Metzmaker			
1.1.3.2.18.2: WCVBhas incorporated elements of the brand into our travel planner,consumer show displays, website and all our collateral.	Tactic	Jan Metzmaker			
1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Marne Hayes			
1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Joan Kronebusch			
1.1.3.3.10: Bozeman CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Cyndy Andrus			
1.1.3.3.11: Butte CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Sara Rowe			
1.1.3.3.12: Flathead CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Dori Muehlhof	●	→	L
1.1.3.3.13: Great Falls CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Carol Lindseth			
1.1.3.3.14: Helena CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Mike Mergenthaler			
1.1.3.3.15: Miles City CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	John Laney			
1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Barbara Ann Neilan			
1.1.3.3.17: West Yellowstone CVB conduct	○	Marysue			





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Costello			
1.1.3.3.18: Whitefish CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Jan Metzmaker			
1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Marne Hayes			
1.1.4.3.8.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marne Hayes			
1.1.4.3.8.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marne Hayes			
1.1.4.3.8.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marne Hayes			
1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Joan Kronebusch			
1.1.4.3.9.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Joan Kronebusch			
1.1.4.3.9.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Joan Kronebusch			
1.1.4.3.9.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Joan Kronebusch			
1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Cyndy Andrus			
1.1.4.3.10.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Cyndy Andrus			
1.1.4.3.10.2: VICs should coordinate hours/seasons	Tactic	Cyndy			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
of operation, and consolidate services where possible.		Andrus			
1.1.4.3.10.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Cyndy Andrus			
1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Sara Rowe			
1.1.4.3.11.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Sara Rowe			
1.1.4.3.11.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Sara Rowe			
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Sara Rowe			
1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Dori Muehlhof		→	L
1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Dori Muehlhof			
1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Dori Muehlhof			
1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Dori Muehlhof			
1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Carol Lindseth			
1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carol Lindseth			
1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Carol Lindseth			
1.1.4.3.13.3: . MT VICs utilize training resources	Tactic	Carol			



















Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
such as Montana Superhost and the National Association of Interpretation.		Lindseth			
1.1.4.3.14: Helena CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Mike Mergenthaler			
1.1.4.3.14.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Mike Mergenthaler			
1.1.4.3.14.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Mike Mergenthaler			
1.1.4.3.14.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Mike Mergenthaler			
1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	John Laney			
1.1.4.3.15.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	John Laney			
1.1.4.3.15.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	John Laney			
1.1.4.3.15.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	John Laney			
1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Barbara Ann Neilan			
1.1.4.3.16.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Barbara Ann Neilan			
1.1.4.3.16.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Barbara Ann Neilan			
1.1.4.3.16.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Barbara Ann Neilan			
1.1.4.3.17: West Yellowstone CVB provide advanced	○	Marysue			




Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Costello			
1.1.4.3.17.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marysue Costello			
1.1.4.3.17.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marysue Costello			
1.1.4.3.17.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marysue Costello			
1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Jan Metzmaker			
1.1.4.3.18.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Jan Metzmaker			
1.1.4.3.18.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Jan Metzmaker			
1.1.4.3.18.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jan Metzmaker			
1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		Marne Hayes			
1.2.1.8.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Marne Hayes			
1.2.1.8.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marne Hayes			
1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		Joan Kronebusch			
1.2.1.9.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Joan Kronebusch			





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.9.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Joan Kronebusch	⊗	○	
1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Cyndy Andrus			
1.2.1.10.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Cyndy Andrus			
1.2.1.10.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Cyndy Andrus			
1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Sara Rowe			
1.2.1.11.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Sara Rowe			
1.2.1.11.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Sara Rowe			
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Dori Muehlhof	○	→	L
1.2.1.12.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Dori Muehlhof	○	○	○
1.2.1.12.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Dori Muehlhof	●	●	●
1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Carol Lindseth			
1.2.1.13.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Carol Lindseth			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.13.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Carol Lindseth			
1.2.1.14: Helena CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		Mike Mergenthaler			
1.2.1.14.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Mike Mergenthaler			
1.2.1.14.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Mike Mergenthaler			
1.2.1.15: Miles City CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		John Laney			
1.2.1.15.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	John Laney			
1.2.1.15.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	John Laney			
1.2.1.16: Missoula CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		Barbara Ann Neilan			
1.2.1.16.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Barbara Ann Neilan			
1.2.1.16.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Barbara Ann Neilan			
1.2.1.17: West Yellowstone CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.		Marysue Costello			
1.2.1.17.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Marysue Costello			





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.17.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marysue Costello			
1.2.1.18: Whitefish CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Jan Metzmaker			
1.2.1.18.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Jan Metzmaker			
1.2.1.18.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Jan Metzmaker			
1.2.2.8: Big Sky CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Marne Hayes			
1.2.2.8.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marne Hayes			
1.2.2.8.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marne Hayes			
1.2.2.8.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Marne Hayes			
1.2.2.8.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Marne Hayes			
1.2.2.9: Billings CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Joan Kronebusch			
1.2.2.9.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Joan Kronebusch	○	○	
1.2.2.9.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Joan Kronebusch	○	○	
1.2.2.9.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Joan Kronebusch	○	⊗	
1.2.2.9.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Joan Kronebusch	○	○	
1.2.2.10: Bozeman CVB provide concise, visual briefings and presentations to policy makers and business groups	○	Cyndy Andrus			









Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
about Montana tourism issues and benefits.					
1.2.2.10.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Cyndy Andrus			
1.2.2.10.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Cyndy Andrus			
1.2.2.10.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Cyndy Andrus			
1.2.2.10.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Cyndy Andrus			
1.2.2.11: Butte CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Sara Rowe			
1.2.2.11.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Sara Rowe			
1.2.2.11.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Sara Rowe			
1.2.2.11.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Sara Rowe			
1.2.2.11.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Sara Rowe			
1.2.2.12: Flathead CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Dori Muehlhof			
1.2.2.12.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Dori Muehlhof			
1.2.2.12.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Dori Muehlhof			
1.2.2.12.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Dori Muehlhof			
1.2.2.12.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Dori Muehlhof			
1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Carol Lindseth			
1.2.2.13.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Carol Lindseth			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.2.13.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Carol Lindseth			
1.2.2.13.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Carol Lindseth			
1.2.2.13.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Carol Lindseth			
1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Mike Mergenthaler			
1.2.2.14.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Mike Mergenthaler			
1.2.2.14.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Mike Mergenthaler			
1.2.2.14.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Mike Mergenthaler			
1.2.2.14.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Mike Mergenthaler			
1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		John Laney			
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	John Laney			
1.2.2.15.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	John Laney			
1.2.2.15.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	John Laney			
1.2.2.15.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	John Laney			
1.2.2.16: Missoula CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Barbara Ann Neilan			
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Barbara Ann Neilan			
1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Barbara Ann Neilan			
1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Barbara Ann Neilan			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Barbara Ann Neilan			
1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Marysue Costello			
1.2.2.17.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marysue Costello			
1.2.2.17.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marysue Costello			
1.2.2.17.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Marysue Costello			
1.2.2.17.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Marysue Costello			
1.2.2.18: Whitefish CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Jan Metzmaker			
1.2.2.18.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Jan Metzmaker			
1.2.2.18.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jan Metzmaker			
1.2.2.18.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jan Metzmaker			
1.2.2.18.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Jan Metzmaker			
1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Marne Hayes			
1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marne Hayes			
1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marne Hayes			
1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marne Hayes			
1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage		Joan Kronebusch			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
recreation in appropriate areas.					
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Joan Kronebusch	●	⊗	
1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Joan Kronebusch	○	○	
1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Joan Kronebusch	⊗	⊗	
1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Cyndy Andrus			
1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Cyndy Andrus	⊗	○	
1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Cyndy Andrus			
1.3.1.10.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Cyndy Andrus			
1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Sara Rowe			
1.3.1.11.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Sara Rowe			
1.3.1.11.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Sara Rowe			
1.3.1.11.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Sara Rowe			
1.3.1.12: Flathead CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Dori Muehlhof	○	↑	L
1.3.1.12.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Dori Muehlhof	●	●	●
1.3.1.12.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Dori Muehlhof	○	○	○
1.3.1.12.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Dori Muehlhof	●	●	●
1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Carol Lindseth			
1.3.1.13.1: Incorporate responsible use messages and	Tactic	Carol			






Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
geotourism ethics into tourism marketing publications and web sites by 2009.		Lindseth			
1.3.1.13.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Carol Lindseth			
1.3.1.13.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Carol Lindseth			
1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Mike Mergenthaler			
1.3.1.14.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Mike Mergenthaler			
1.3.1.14.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Mike Mergenthaler			
1.3.1.14.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Mike Mergenthaler			
1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		John Laney			
1.3.1.15.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	John Laney			
1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.	Tactic	John Laney			
1.3.1.15.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	John Laney			
1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Barbara Ann Neilan			
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Barbara Ann Neilan			
1.3.1.16.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Barbara Ann Neilan			
1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Barbara Ann Neilan			
1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Marysue Costello			
1.3.1.17.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marysue Costello			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.3.1.17.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marysue Costello			
1.3.1.17.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marysue Costello			
1.3.1.18: Whitefish CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Jan Metzmaker			
1.3.1.18.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jan Metzmaker			
1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jan Metzmaker			
1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jan Metzmaker			
1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Marne Hayes			
1.3.2.8.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Marne Hayes			
1.3.2.8.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marne Hayes			
1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Joan Kronebusch			
1.3.2.9.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Joan Kronebusch			
1.3.2.9.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Joan Kronebusch			
1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Cyndy Andrus			
1.3.2.10.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Cyndy Andrus			
1.3.2.10.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation	Tactic	Cyndy Andrus			












Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
for public lands and related facilities.					
1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Sara Rowe			
1.3.2.11.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Sara Rowe			
1.3.2.11.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Sara Rowe			
1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Dori Muehlhof	○	↑	L
1.3.2.12.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Dori Muehlhof	○	○	○
1.3.2.12.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Dori Muehlhof	○	○	○
1.3.2.13: Great Falls CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Carol Lindseth			
1.3.2.13.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Carol Lindseth			
1.3.2.13.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Carol Lindseth			
1.3.2.14: Helena CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Mike Mergenthaler			
1.3.2.14.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Mike Mergenthaler			
1.3.2.14.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Mike Mergenthaler			
1.3.2.15: Miles City CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are	○	John Laney			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
consistent with public land uses and available facilities.					
1.3.2.15.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	John Laney			
1.3.2.15.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	John Laney			
1.3.2.16: Missoula CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Barbara Ann Neilan			
1.3.2.16.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are appropriately aligned.	Tactic	Barbara Ann Neilan			
1.3.2.16.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Barbara Ann Neilan			
1.3.2.17: West Yellowstone CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Marysue Costello			
1.3.2.17.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are appropriately aligned.	Tactic	Marysue Costello			
1.3.2.17.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marysue Costello			
1.3.2.18: Whitefish CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Jan Metzmaker			
1.3.2.18.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Jan Metzmaker			
1.3.2.18.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Jan Metzmaker			
1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Marne Hayes			
1.4.1.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide	Tactic	Marne Hayes			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
exposure and revenue for those attractions/services.					
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marne Hayes			
1.4.1.1.2: Billings CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Joan Kronebusch			
1.4.1.1.2.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Joan Kronebusch	●	⊗	
1.4.1.1.2.2: Use creative venue ideas for recruitment of conventions.	Tactic	Joan Kronebusch	○	○	
1.4.1.1.3: Bozeman CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Cyndy Andrus			
1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Cyndy Andrus			
1.4.1.1.3.2: Use creative venue ideas for recruitment of conventions.	Tactic	Cyndy Andrus			
1.4.1.1.4: Butte CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Sara Rowe			
1.4.1.1.4.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Sara Rowe			
1.4.1.1.4.2: Use creative venue ideas for recruitment of conventions.	Tactic	Sara Rowe			
1.4.1.1.5: Flathead CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Dori Muehlhof	○	→	L
1.4.1.1.5.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Dori Muehlhof	○	○	○
1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.	Tactic	Dori Muehlhof	○	○	○

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.4.1.1.6: Great Falls CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Carol Lindseth			
1.4.1.1.6.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Carol Lindseth			
1.4.1.1.6.2: Use creative venue ideas for recruitment of conventions.	Tactic	Carol Lindseth			
1.4.1.1.7: Helena CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Mike Mergenthaler			
1.4.1.1.7.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Mike Mergenthaler			
1.4.1.1.7.2: Use creative venue ideas for recruitment of conventions.	Tactic	Mike Mergenthaler			
1.4.1.1.8: Miles City CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		John Laney			
1.4.1.1.8.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	John Laney			
1.4.1.1.8.2: Use creative venue ideas for recruitment of conventions.	Tactic	John Laney			
1.4.1.1.9: Missoula CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Barbara Ann Neilan			
1.4.1.1.9.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Barbara Ann Neilan			
1.4.1.1.9.2: Use creative venue ideas for recruitment of conventions.	Tactic	Barbara Ann Neilan			
1.4.1.1.10: West Yellowstone CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Marysue Costello			
1.4.1.1.10.1: Work cooperatively to use	Tactic	Marysue			











Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.		Costello			
1.4.1.1.10.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marysue Costello			
1.4.1.1.11: Whitefish CVB use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Jan Metzmaker			
1.4.1.1.11.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Jan Metzmaker			
1.4.1.1.11.2: Use creative venue ideas for recruitment of conventions.	Tactic	Jan Metzmaker			
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events.	○	Corrie Hahn	○	→	M
1.5.1.1.7: Big Sky CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Marne Hayes			
1.5.1.1.7.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Marne Hayes			
1.5.1.1.7.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marne Hayes			
1.5.1.1.8: Billings CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Joan Kronebusch			
1.5.1.1.8.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Joan Kronebusch	○	○	
1.5.1.1.8.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Joan Kronebusch	⊗	⊗	
1.5.1.1.9: Bozeman CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Cyndy Andrus			
1.5.1.1.9.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Cyndy Andrus			
1.5.1.1.9.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Cyndy Andrus			














Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.5.1.1.10: Butte CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Sara Rowe			
1.5.1.1.10.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Sara Rowe			
1.5.1.1.10.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Sara Rowe			
1.5.1.1.11: Flathead CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Dori Muehlhof			L
1.5.1.1.11.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Dori Muehlhof			
1.5.1.1.11.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Dori Muehlhof			
1.5.1.1.12: Great Falls CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Carol Lindseth			
1.5.1.1.12.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Carol Lindseth			
1.5.1.1.12.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Carol Lindseth			
1.5.1.1.13: Helena CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Mike Mergenthaler			
1.5.1.1.13.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Mike Mergenthaler			
1.5.1.1.13.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Mike Mergenthaler			
1.5.1.1.14: Miles City CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		John Laney			
1.5.1.1.14.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	John Laney			
1.5.1.1.14.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	John Laney			
1.5.1.1.15: Missoula CVB create vacation packages and develop theme itineraries designed for off-peak		Barbara Ann Neilan			





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
season niche markets targeted by promotion efforts.					
1.5.1.1.15.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Barbara Ann Neilan			
1.5.1.1.15.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Barbara Ann Neilan			
1.5.1.1.16: West Yellowstone CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Marysue Costello			
1.5.1.1.16.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Marysue Costello			
1.5.1.1.16.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marysue Costello			
1.5.1.1.17: Whitefish CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Jan Metzmaker			
1.5.1.1.17.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Jan Metzmaker			
1.5.1.1.17.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Jan Metzmaker			
1.5.1.2.7: Big Sky CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Marne Hayes			
1.5.1.2.7.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Marne Hayes			
1.5.1.2.7.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marne Hayes			
1.5.1.2.7.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marne Hayes			
1.5.1.2.8: Billings CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Joan Kronebusch			
1.5.1.2.8.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Joan Kronebusch	⊗	○	
1.5.1.2.8.2: Package and promote to targeted	Tactic	Joan	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
resident and nonresident markets.		Kronebusch			
1.5.1.2.8.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Joan Kronebusch	●	⊗	
1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Cyndy Andrus			
1.5.1.2.9.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Cyndy Andrus			
1.5.1.2.9.2: Package and promote to targeted resident and nonresident markets.	Tactic	Cyndy Andrus			
1.5.1.2.9.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Cyndy Andrus			
1.5.1.2.10: Butte CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Sara Rowe			
1.5.1.2.10.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sara Rowe			
1.5.1.2.10.2: Package and promote to targeted resident and nonresident markets.	Tactic	Sara Rowe			
1.5.1.2.10.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Sara Rowe			
1.5.1.2.11: Flathead CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Dori Muehlhof	○	→	L
1.5.1.2.11.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Dori Muehlhof	○	○	○
1.5.1.2.11.2: Package and promote to targeted resident and nonresident markets.	Tactic	Dori Muehlhof	○	○	○
1.5.1.2.11.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Dori Muehlhof	●	●	●
1.5.1.2.12: Great Falls CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Carol Lindseth			
1.5.1.2.12.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Carol Lindseth			











Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.5.1.2.12.2: Package and promote to targeted resident and nonresident markets.	Tactic	Carol Lindseth			
1.5.1.2.12.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Carol Lindseth			
1.5.1.2.13: Helena CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Mike Mergenthaler			
1.5.1.2.13.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Mike Mergenthaler			
1.5.1.2.13.2: Package and promote to targeted resident and nonresident markets.	Tactic	Mike Mergenthaler			
1.5.1.2.13.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Mike Mergenthaler			
1.5.1.2.14: Miles City CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	John Laney			
1.5.1.2.14.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	John Laney			
1.5.1.2.14.2: Package and promote to targeted resident and nonresident markets.	Tactic	John Laney			
1.5.1.2.14.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	John Laney			
1.5.1.2.15: Missoula CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Barbara Ann Neilan			
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Barbara Ann Neilan			
1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.	Tactic	Barbara Ann Neilan			
1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Barbara Ann Neilan			
1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Marysue Costello			
1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Marysue Costello			











Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
attractions, etc.					
1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marysue Costello			
1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marysue Costello			
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Jan Metzmaker			
1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Jan Metzmaker			
1.5.1.2.17.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jan Metzmaker			
1.5.1.2.17.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jan Metzmaker			
1.5.1.3.8: Big Sky CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Marne Hayes			
1.5.1.3.8.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Marne Hayes			
1.5.1.3.8.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marne Hayes			
1.5.1.3.8.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marne Hayes			
1.5.1.3.9: Billings CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Joan Kronebusch			
1.5.1.3.9.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Joan Kronebusch			
1.5.1.3.9.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Joan Kronebusch			
1.5.1.3.9.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Joan Kronebusch			
1.5.1.3.10: Bozeman CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Cyndy Andrus			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.5.1.3.10.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Cyndy Andrus			
1.5.1.3.10.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Cyndy Andrus			
1.5.1.3.10.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Cyndy Andrus			
1.5.1.3.11: Butte CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Sara Rowe			
1.5.1.3.11.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Sara Rowe			
1.5.1.3.11.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Sara Rowe			
1.5.1.3.11.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Sara Rowe			
1.5.1.3.12: Flathead CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Dori Muehlhof		→	L
1.5.1.3.12.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Dori Muehlhof			
1.5.1.3.12.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Dori Muehlhof			
1.5.1.3.12.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Dori Muehlhof			
1.5.1.3.13: Great Falls CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Carol Lindseth			
1.5.1.3.13.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Carol Lindseth			
1.5.1.3.13.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Carol Lindseth			
1.5.1.3.13.3: Ask restaurants to use local products	Tactic	Carol			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
for tourism meetings, workshops, etc.		Lindseth			
1.5.1.3.14: Helena CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Mike Mergenthaler			
1.5.1.3.14.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Mike Mergenthaler			
1.5.1.3.14.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Mike Mergenthaler			
1.5.1.3.14.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Mike Mergenthaler			
1.5.1.3.15: Miles City CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		John Laney			
1.5.1.3.15.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	John Laney			
1.5.1.3.15.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	John Laney			
1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	John Laney			
1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Barbara Ann Neilan			
1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Barbara Ann Neilan			
1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Barbara Ann Neilan			
1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Barbara Ann Neilan			
1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Marysue Costello			
1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Marysue Costello			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.5.1.3.17.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marysue Costello			
1.5.1.3.17.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marysue Costello			
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Jan Metzmaker			
1.5.1.3.18.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jan Metzmaker			
1.5.1.3.18.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Jan Metzmaker			
1.5.1.3.18.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jan Metzmaker			
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	○	Marne Hayes			
1.6.1.1.2.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marne Hayes			
1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	○	Joan Kronebusch			
1.6.1.1.3.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Joan Kronebusch	○	○	
1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	○	Cyndy Andrus			
1.6.1.1.4.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Cyndy Andrus			
1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	○	Sara Rowe			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.6.1.1.5.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Sara Rowe			
1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Dori Muehlhof		→	H
1.6.1.1.6.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Dori Muehlhof			
1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Carol Lindseth			
1.6.1.1.7.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Carol Lindseth			
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Mike Mergenthaler			
1.6.1.1.8.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Mike Mergenthaler			
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		John Laney			
1.6.1.1.9.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	John Laney			
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Barbara Ann Neilan			
1.6.1.1.10.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barbara Ann Neilan			
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Marysue Costello			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.6.1.1.11.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marysue Costello			
1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Jan Metzmaker			
1.6.1.1.12.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jan Metzmaker			
1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities.		Marne Hayes			
1.7.1.1.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marne Hayes			
1.7.1.1.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Marne Hayes			
1.7.1.1.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Marne Hayes			
1.7.1.2: Billings CVB increase air service capacity to and from Montana cities.		Joan Kronebusch			
1.7.1.2.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Joan Kronebusch			
1.7.1.2.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Joan Kronebusch			
1.7.1.2.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Joan Kronebusch			
1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.		Cyndy Andrus			
1.7.1.3.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Cyndy Andrus			
1.7.1.3.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Cyndy Andrus			
1.7.1.3.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Cyndy Andrus			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.7.1.4: Butte CVB increase air service capacity to and from Montana cities.	○	Sara Rowe			
1.7.1.4.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Sara Rowe			
1.7.1.4.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Sara Rowe			
1.7.1.4.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Sara Rowe			
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	○	Dori Muehlhof	○	↑	H
1.7.1.5.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Dori Muehlhof	○	○	○
1.7.1.5.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Dori Muehlhof	○	○	○
1.7.1.5.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Dori Muehlhof	●	●	●
1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	○	Carol Lindseth			
1.7.1.6.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Carol Lindseth			
1.7.1.6.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Carol Lindseth			
1.7.1.6.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Carol Lindseth			
1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	○	Mike Mergenthaler			
1.7.1.7.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Mike Mergenthaler			
1.7.1.7.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Mike Mergenthaler			
1.7.1.7.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Mike Mergenthaler			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
new public use recreational airstrips.					
1.7.1.8: Miles City CVB increase air service capacity to and from Montana cities.	○	John Laney			
1.7.1.8.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	John Laney			
1.7.1.8.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	John Laney			
1.7.1.8.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	John Laney			
1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	○	Barbara Ann Neilan			
1.7.1.9.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Barbara Ann Neilan			
1.7.1.9.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Barbara Ann Neilan			
1.7.1.9.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Barbara Ann Neilan			
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	○	Marysue Costello			
1.7.1.10.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marysue Costello			
1.7.1.10.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Marysue Costello			
1.7.1.10.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Marysue Costello			
1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	○	Jan Metzmaker			
1.7.1.11.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jan Metzmaker			
1.7.1.11.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Jan Metzmaker			
1.7.1.11.3: Collaborate with the Recreational Aviation	Tactic	Jan			
















Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Foundation to preserve existing airstrips and create new public use recreational airstrips.		Metzmaker			
1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.	○	Marne Hayes			
1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marne Hayes			
1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Marne Hayes			
1.9.2.9: Billings CVB foster opportunities to pool public and private marketing dollars.	○	Joan Kronebusch			
1.9.2.9.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Joan Kronebusch	○	○	
1.9.2.9.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Joan Kronebusch			
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars.	○	Cyndy Andrus			
1.9.2.10.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Cyndy Andrus			
1.9.2.10.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Cyndy Andrus			
1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	○	Sara Rowe			
1.9.2.11.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Sara Rowe			
1.9.2.11.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Sara Rowe			
1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars.	○	Dori Muehlhof	○	→	L
1.9.2.12.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Dori Muehlhof	○	○	○
1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Dori Muehlhof	○	○	○
1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	○	Carol Lindseth			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.9.2.13.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Carol Lindseth			
1.9.2.13.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Carol Lindseth			
1.9.2.14: Helena CVB foster opportunities to pool public and private marketing dollars.	○	Mike Mergenthaler			
1.9.2.14.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Mike Mergenthaler			
1.9.2.14.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Mike Mergenthaler			
1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.	○	John Laney			
1.9.2.15.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	John Laney			
1.9.2.15.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	John Laney			
1.9.2.16: Missoula CVB foster opportunities to pool public and private marketing dollars.	○	Barbara Ann Neilan			
1.9.2.16.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Barbara Ann Neilan			
1.9.2.16.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Barbara Ann Neilan			
1.9.2.17: West Yellowstone CVB foster opportunities to pool public and private marketing dollars.	○	Marysue Costello			
1.9.2.17.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marysue Costello			
1.9.2.17.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Marysue Costello			
1.9.2.18: Whitefish CVB foster opportunities to pool public and private marketing dollars.	○	Jan Metzmaker			
1.9.2.18.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions	Tactic	Jan Metzmaker			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
to pool marketing dollars and leverage lodging tax funds for higher impact.					
1.9.2.18.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Jan Metzmaker			
1.9.3.7: Big Sky CVB enhance funding for CVB marketing efforts.	○	Marne Hayes			
1.9.3.7.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marne Hayes			
1.9.3.7.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marne Hayes			
1.9.3.7.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marne Hayes			
1.9.3.8: Billings CVB enhance funding for CVB marketing efforts.	○	Joan Kronebusch			
1.9.3.8.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Joan Kronebusch	○	○	
1.9.3.8.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Joan Kronebusch	●	●	
1.9.3.8.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Joan Kronebusch	○	○	
1.9.3.9: Bozeman CVB enhance funding for CVB marketing efforts.	○	Cyndy Andrus			
1.9.3.9.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Cyndy Andrus			
1.9.3.9.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Cyndy Andrus			
1.9.3.9.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Cyndy Andrus			
1.9.3.10: Butte CVB enhance funding for CVB marketing efforts.	○	Sara Rowe			
1.9.3.10.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Sara Rowe			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.9.3.10.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Sara Rowe			
1.9.3.10.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Sara Rowe			
1.9.3.11: Flathead CVB enhance funding for CVB marketing efforts.	○	Dori Muehlhof	○	↑	L
1.9.3.11.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Dori Muehlhof	○	○	○
1.9.3.11.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Dori Muehlhof	○	○	○
1.9.3.11.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Dori Muehlhof	○	○	○
1.9.3.12: Great Falls CVB enhance funding for CVB marketing efforts.	○	Carol Lindseth			
1.9.3.12.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Carol Lindseth			
1.9.3.12.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Carol Lindseth			
1.9.3.12.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Carol Lindseth			
1.9.3.13: Helena CVB enhance funding for CVB marketing efforts.	○	Mike Mergenthaler			
1.9.3.13.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Mike Mergenthaler			
1.9.3.13.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Mike Mergenthaler			
1.9.3.13.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Mike Mergenthaler			
1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	○	John Laney			
1.9.3.14.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues	Tactic	John Laney			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
related to tourism and recreation.					
1.9.3.14.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	John Laney			
1.9.3.14.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	John Laney			
1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts.	○	Barbara Ann Neilan			
1.9.3.15.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Barbara Ann Neilan			
1.9.3.15.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Barbara Ann Neilan			
1.9.3.15.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Barbara Ann Neilan			
1.9.3.16: West Yellowstone CVB enhance funding for CVB marketing efforts.	○	Marysue Costello			
1.9.3.16.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marysue Costello			
1.9.3.16.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marysue Costello			
1.9.3.16.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marysue Costello			
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.	○	Jan Metzmaker			
1.9.3.17.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jan Metzmaker			
1.9.3.17.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jan Metzmaker			
1.9.3.17.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jan Metzmaker			
1.10.2.7: Big Sky CVB create public/private/tribal partnerships for cooperative project implementation.	○	Marne Hayes			
1.10.2.7.1: Identify ways that respective organizations can work together to assist with implementation,	Tactic	Marne Hayes			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.					
1.10.2.8: Billings CVB create public/private/tribal partnerships for cooperative project implementation.		Joan Kronebusch			
1.10.2.8.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Joan Kronebusch			
1.10.2.9: Bozeman CVB create public/private/tribal partnerships for cooperative project implementation.		Cyndy Andrus			
1.10.2.9.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Cyndy Andrus			
1.10.2.10: Butte CVB create public/private/tribal partnerships for cooperative project implementation.		Sara Rowe			
1.10.2.10.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Sara Rowe			
1.10.2.11: Flathead CVB create public/private/tribal partnerships for cooperative project implementation.		Dori Muehlhof			
1.10.2.11.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Dori Muehlhof			
1.10.2.12: Great Falls CVB create public/private/tribal partnerships for cooperative project implementation.		Carol Lindseth			
1.10.2.12.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Carol Lindseth			
1.10.2.13: Helena CVB create public/private/tribal partnerships for cooperative project implementation.		Mike Mergenthaler			
1.10.2.13.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Mike Mergenthaler			
1.10.2.14: Miles City CVB create public/private/tribal partnerships for cooperative project implementation.		John Laney			
1.10.2.14.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek	Tactic	John Laney			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
resources to support the actions listed in the Strategic Plan.					
1.10.2.15: Missoula CVB create public/private/tribal partnerships for cooperative project implementation.	○	Barbara Ann Neilan			
1.10.2.15.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Barbara Ann Neilan			
1.10.2.16: West Yellowstone CVB create public/private/tribal partnerships for cooperative project implementation.	○	Marysue Costello			
1.10.2.16.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marysue Costello			
1.10.2.17: Whitefish CVB create public/private/tribal partnerships for cooperative project implementation.	○	Jan Metzmaker			
1.10.2.17.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jan Metzmaker			

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